

Zaman, Syed -RYADH -TD

From: Zaman, Syed -RYADH -TD
Sent: March-25-18 4:07 PM
To: Ryel, Kim -BBH; Dellah, Majid -ROQUE; Côté, Héloïse -ROQUE -TD; Drisdelle, Suzanne -ROONT -TD; Norton, Bill -ROONT; Mathur, Sandeep -ESB; Corbin, Louise -ESB; McLaren, Jeffrey -ESB
Cc: Horak, Dennis -RYADH -HOM/CDM; Campbell, Ailish -BFM; Glauser, Mark -ESD; Beck, Stefanie -EGM; Woolhouse, Sarah -EGM; Wilkie, Christopher -BBD; *RYADH-TD; *ESD
Subject: REPORT-SAUDI PHARMA MEDICAL DEVICE TRADE MISSION TO CANADA 12-15 MARCH 2018
Attachments: HCLS Presentation- invest saudi.pdf; Montreal Company Meetings.pdf; Saudi Delegation members participating in the Pharma & Medical Device mi....docx; Summary of CAD companies attended the B2B meetign 19318.xlsx

Subject: Saudi Pharmaceutical & Medical Device Trade Mission to Canada – Montreal: 12-13, Toronto: 14-15 March, 2018

REPORT:

On March 12-15/2018, RYADH-TD/Zaman organised a very focused and result-oriented Saudi healthcare trade mission to Canada. The focus of the mission was to tap into the Canadian pharmaceutical and medical devices for the Saudi and regional market. The mission was undertaken with support of BBH, regional colleagues in Montreal and Toronto, as well as in partnership with [REDACTED] of Canada-Saudi Business Council and [REDACTED] from Borden Ladner Gervais LLP – and RYADH is thankful to all. After the week long extensive meetings and site visits in both Montreal and Toronto, the 11-member Saudi delegation declared the visit a huge success. A number of opportunities were discussed between the two sides; and RYADH-TD is expecting at least four or five EOFs and the beginning of a longstanding relationship between Canadian companies and organizations and the Saudi side out of this effort.

The attached documents provide detailed information about the Saudi delegation, Canadian companies who met with Saudis as well as the visit program in both cities. The following are the details of this visit.

Short Context – Why did this visit take place: Under the Saudi Vision 2030, Saudi Arabia has identified major gaps in its health care system. The population is not only increasing quite rapidly in the Kingdom, the demand for healthcare services has gone up exponentially. The Government of Saudi Arabia is currently working to double the number of hospital beds in the country, privatize all of its major publicly –managed hospitals and health care units, create conditions to help international companies collaborate with Saudi companies set up pharmaceutical and medical device manufacturing facilities in the Kingdom, and encourage private companies to establish new hospitals in the private sector, all by the year 2030. On the other hand, Saudi systems really appreciates the fact that there are thousands of Saudi physicians and surgeons who are trained in Canada, and in most of the prominent hospitals and medical universities in the Kingdom, Canadian – trained Saudis are very well regarded. This Canadian education/training-based strong relationship between Saudi Arabia and Canada has led to the creation of multiple opportunities for Canadian medical device, pharma, and healthcare consultancy companies to play a leading role in the Kingdom. Saudis also

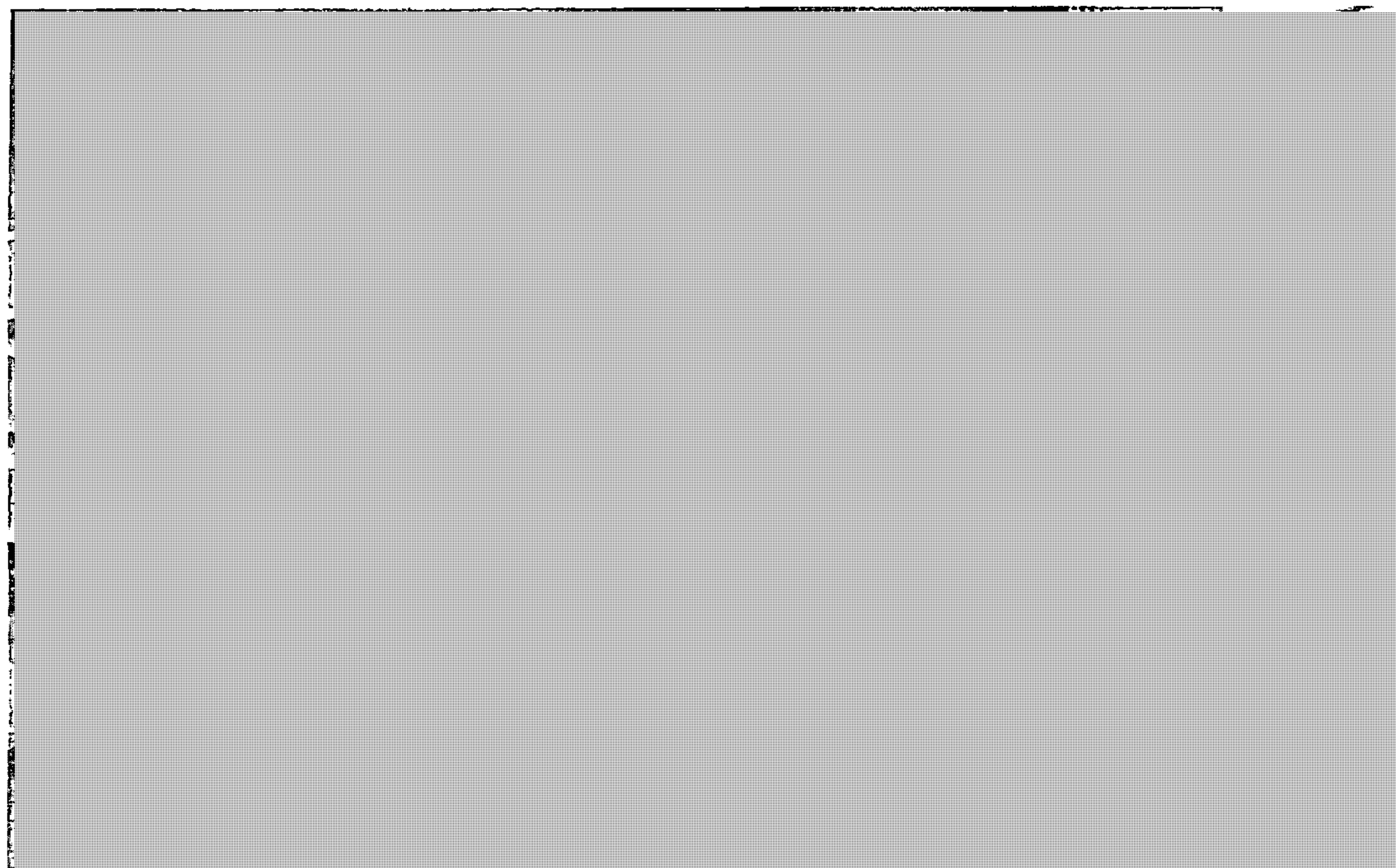
appreciate the Canadian innovation and technologically advanced companies and are always looking to benefit from their products / services and collaborate with many of them.

It would also be useful to see the HCLS presentation that was recently provided to us by the Saudi Arabian General Investment Authority (SAGIA) which further emphasises the potential and importance of the healthcare development plans in Saudi Arabia.

12-13 March in Montreal:

On March 12, the Saudi delegation along with RYADH-TD/Zaman and Majid Dellah from the GAC/Montreal office attended the scheduled B2B meetings. Upwards of 60 meetings took place during the two days. Day one was totally dedicated to B2Bs. TC/Zaman held separate meetings with 16 Canadian companies and organisations, learned about their products and services and shared critical market intelligence about opportunities in Saudi Arabia. In many other situations, he facilitated the introductions and joined in meetings by match-making between Canadians and Saudi delegates.

As anticipated there were a number of queries relating to Saudi-Food & Drug Authority (S-FDA) regulatory requirements from Canadian companies. While anticipating such a requirement, RYADH-TD brought a regulatory consultant as part of the Saudi mission, who provided lots of very useful information to Canadian participants. Most Canadian participants were looking at market entry options whilst others were looking into identifying potential partners and general advice on doing business in Saudi Arabia and learning about S-FDA regulations pertaining to their products.



On the second day the group was taken to MEDTEQ where they were welcomed by [REDACTED] the [REDACTED] of MEDTEQ, followed by a very useful presentation from [REDACTED] the [REDACTED] of MEDTEQ.

MEDTEQ is the Quebec Consortium for Industrial Research and Innovation in Medical Technology. Its mission is to accelerate the development of innovative technological solutions to improve patients' health and quality of life. It supports their validation and integration in the healthcare system and their impact, both locally and globally, by bringing together the complementary skills of industrial and academic partners with those of healthcare providers.

A quick introduction of the Saudi group followed thereafter and slide presentations on the Saudi Vision 2030 by Eng. [REDACTED] of Industrial Clusters/National Transformation Plan Saudi Vision 2030 and an S-FDA regulatory slide presentation by [REDACTED] of 5D Consultation and Training. Presentations were then made by four Canadian SME's APEXK, MIT Canada, 360 Medlink, and Adaptaide detailing their products with perhaps the most interesting one being the needleless injection gun – an innovative Canadian technology by a Canadian SME – [REDACTED]. A networking session followed over coffee with an exchange of views between the Saudi delegates and the Canadian companies attending the event which was very useful.

It is worth mentioning here that the representative from a Saudi company [REDACTED] said that just one of his meetings with [REDACTED] had made his visit to Montreal worthwhile and that they would do a quick follow up – and is hoping to strike a business deal. Quebec, being home to the pharma industry, showcased some other interesting vaccines and pharma companies. They met with multiple Saudi companies with a pharmaceutical focus. The companies had indepth discussions and will be having further exchanges in the next few months. The Saudi side also held some meetings at GAC's Montreal office and then took late afternoon train to Toronto.

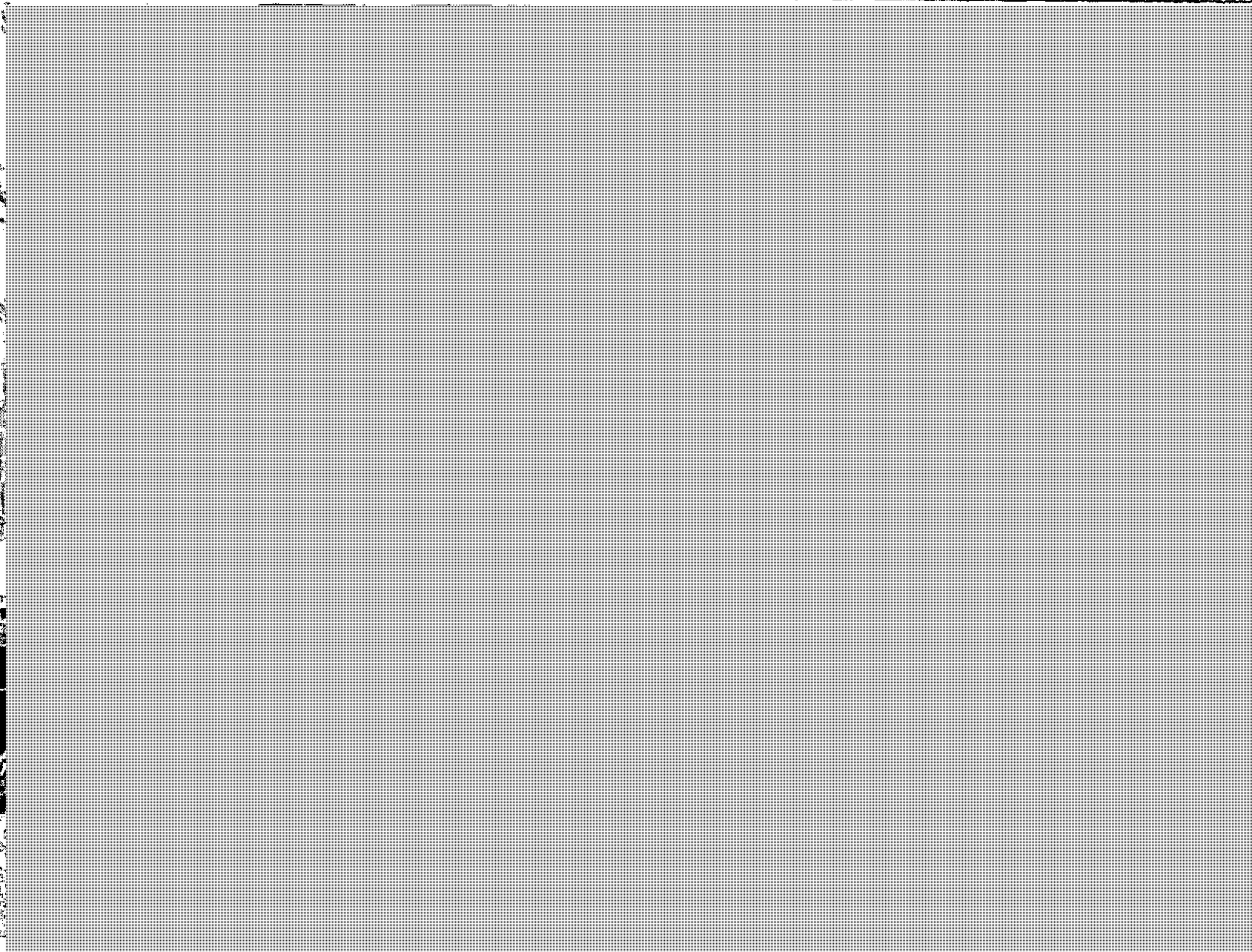
Toronto: 14-15 March

On the first day in Toronto, the group met with [REDACTED] a Toronto-based consultant hired for arranging this second leg of the program. She took Saudis to the BLG law firm office for breakfast networking and meetings. [REDACTED] made a welcome address followed by Barbara Wink, Senior Business Advisor, Ontario Investment office and Allan Edwards, GAC's Ontario and Industry Liaison for medical technologies. After the introductions, TC/Zaman briefed on the purpose of the mission and Saudis' expectations for partnerships with Canadian companies and organisations.

Meeting schedules were handed out to all Saudi participants and each company was assigned a separate table (meetings schedule attached). On occasions TC/Zaman suggested joint meetings between a Canadian company and more than one Saudi company, considering the multiple use / demand of the product in the region.

Mid day the group left for the Toronto Board of Trade at the World Trade Centre for a lunch presentation made by [REDACTED] and [REDACTED] at the World Trade Centre. An informative WTC presentation after which discussions took place over lunch on areas of cooperation between Saudi companies and the WTC, in particular with the Saudi Industrial Clusters and King Saud University. The Saudi group returned to BLG offices and continued with their B2B meetings.

The second day started with a networking breakfast at the BLG premises followed by a welcome from [REDACTED] and [REDACTED] of the Canada-Saudi Arabian Business Council. A presentation of the Saudi Vision 2030 and S-FDA regulatory scene were provided by the Saudi side followed by an open panel discussions between the Saudi delegation and the Canadian participants from the business council, EDC, BDC and BMO relating to doing business in Saudi Arabia. A very candid and useful dialogue ensued which answered many questions.



The group then left for a quick tour of Jlabs where a short briefing was provided followed by a quick tour. Subsequently, the Saudi delegation went to another much-sought after meeting at MaRS. Ms.

Suzanne Drisdelle/GAC, who is embedded with MaRS, provided a guided tour. At the offices of MaRS Innovation and labs where a meeting took place between [REDACTED] of MaRS [REDACTED] and [REDACTED] of Canadian Centre for Regenerative Medicine [REDACTED]. The CEO spoke to the group after a video presentation on MaRS.

Upwards of 70 meetings and teleconference took place between the companies during the two days. TC/Zaman met with 19 Canadian companies and organisations in Toronto and where needed provided introductions and joined in meetings with Saudis by also helping in match-making. A networking event took place on the evening of the first day and Saudis were able to meet with some additional Canadian companies who could not schedule to meet Saudis earlier in the day. TC/Zaman also held side meetings with Allan Edwards, GAC's RO and Industry Liaison for Med technologies and discussed areas of cooperation and identified new medical technology companies entering the international market. He also met with [REDACTED] and [REDACTED] of Canadian Pharmacists Association.

[REDACTED] / CSABC informed that his business council postponed their Canadian trade mission to Saudi Arabia until the Fall of 2018, and they are targeting to bring about 80 Canadian SMEs from multiple sectors to KSA.

FEEDBACK from the Saudi and the Canadian sides:



CONCLUSION:

RYADH and its partners felt the need to do more in order to bridge knowledge gaps between Saudi and Canadian companies about the extent of the opportunity in the Kingdom and the range of innovative products and services in Canada. There is clearly a lack of knowledge on the potential of Canadian Healthcare companies in Saudi Arabia; and also a lack of initiative on the part of Canadian companies to venture out of their biggest market south of the border. A majority of the participants were surprised to see the pace of healthcare products development in Canada saying that they had no clue that Canada had lots to offer. As such repeated inward and outward trade mission visits need to be done to keep the commercial engagement alive.

All in all a worthwhile TeamCanada effort that should be repeated to keep the momentum going whether it's an outward or inward healthcare mission. Thanks go out to colleagues at BBH HQ, Majid Dellah and Heloise Cote in Montreal regional office, Bill Norton, Suzanne Drisdelle, MaRS, CSABC colleagues Mr. [REDACTED], Ms. [REDACTED] and [REDACTED] of BLG - all of them pitched in to make the visit a big success.

FOLLOW UP ITEMS:

- All company meetings and interactions to be logged on TRIO
- Follow up and assist Saudi companies on their potential partnerships with Canadian companies where required
- Keep in contact with those Canadian companies who may be looking for additional partnerships
- Keep in regular contact with GAC colleagues embedded within industry/institutions i.e. Allan Edwards/Medical Device, Suzanne/MaRS and [REDACTED] Canadian Pharma Association
- Suggest workable Sept 2018 dates to Ahmed Islam for the rescheduled CSABC Trade Mission to Saudi Arabia
- **On April 7/8 a Canadian International Health Education Association (CIHEA) is leading a large Canadian consortium of Healthcare and Educational institutions to Saudi Arabia and the region and this further highlights the fact that even in the minds of Canadian companies Saudi Arabia and the GCC is a high priority**

Drafted: RYADH-TD / Syed Zaman

Approved: RYADH-TD / Muhammad Ali

DRAFT PROGRAM:

Saudi Pharma and Medical Device Trade Mission

March 12 & 13, 2018

Montreal, QC

Sunday, March 11, 2018

Various time Mission members arrive in Montreal

Various time Delegates to Check into Hotel

- Syed Zaman, TCS Riyadh & Team Leader (Bonaventure)
- [REDACTED] - Nature Care
- [REDACTED] -Al Ewan Medical (Bonaventure)
- [REDACTED] -5D Consultation & Training (Montréal)
- [REDACTED] SAF Aljanoob Est. (Private Accommodation)
- [REDACTED] World Group (Courtyard Marriott)
- [REDACTED] Al Tobaji-Care World Group (Courtyard Marriott)
- [REDACTED] -BD Life Sciences (Courtyard Marriott)
- [REDACTED] InterHealth (Private Accommodation)
- [REDACTED] -Pharmascience (Bonaventure)
- [REDACTED] - IC (Intercontinental Montreal)
- [REDACTED] (Le Centre Sheraton)

MONTREAL, March 12, 2018

08:30 Meet with Majid Dellah (514-641-9482)
*Location: Reception area of Hotel Bonaventure Montréal, 900 de La
Gauchetiere W., Montreal*

Depart to 1, Place Ville Marie, bureau 2901, Montréal, on foot

08:55 Welcome Canadian participants and assign meeting rooms

09:00 – 12:00 B2B meetings between Canadian companies' representatives and Saudi
delegate members.
Each delegate will receive his own schedule and the room(s) number(s).

12:00 – 13:00 Lunch Break (private) [two have meetings during the lunch time]

13:00 – 17:00 B2B meetings between Canadian companies' representatives and Saudi
delegate members

MONTREAL, March 13, 2018

- 08:15 Meet with Majid Dellah (514-641-9482)
Location: Reception area of Hotel Bonaventure, Montreal
- Depart to MEDTEQ on foot
- 08:30 Participants to arrive at MEDTEQ
Location: 740 Notre-Dame Ouest, Bureau 1400, Montréal
- 09:00 – 09:10 Open remarks by [REDACTED] MEDTEQ
Introduction of participants
- 09:10 – 09:30 Presentation by [REDACTED] Pharmaceutical &
Biotech Cluster, Industrial Clusters, Saudi Arabia
Theme: Saudi Vision 2030 presentation
- 09:30 – 09:40 Q&A
- 09:40 – 10:00 Presentation by [REDACTED] Five Dimensions
Consultation & Training
Theme: Saudi regulatory system for Pharma and medical device products
- 10:00 – 10:10 Q&A
- 10:10 – 10:15 Coffee break and networking
- 10:15 – 11:00 Presentation by MEDTEQ
Presentation by MEDTEQ invitee 1
Presentation by MEDTEQ Invitee 2
- 11:00 – 11:55 Roundtable discussion
- 11:55 Closing remarks
- 12:00 End of program at MEDTEQ
- 13:30 – 15:30 B2B meeting for select participants (Please see your schedule)
*Location: Quebec Regional Office, Global Affairs Canada, Place
Bonaventure, 800 de la Gauchetière Ouest, Portail sud-ouest, Suite 8750,
Montréal, Québec, H5A 1K6*

Contact persons:

- Majid Dellah (514) 641-9482 Global Affairs Canada
- Héloïse Côté (514) 207-4316 Global Affairs Canada
- Bruno Carrière (514) 283-4016 Global Affairs Canada
- [REDACTED] MEDTEQ

Addresses:

- Quebec Regional Office, Global Affairs Canada
Place Bonaventure, 800 de la Gauchetière Ouest, Portail sud-ouest, Suite 8750
Montréal, Québec, H5A 1K6
- MEDTEQ
740, rue Notre-Dame Ouest, bureau #1400, Montréal (Québec) H3C 3X6
- B2B meeting venue: Décision 1, Complexe de bureaux et services d'affaires inc.
1, Place Ville Marie, bureau 2901, Montréal (Québec) H3B 0E9
(514) 866-0232, post 700-344 | 1 (844) 866-0232

Global Affairs Canada - Saudi Pharma and Medical Device Trade Mission

Toronto

March 14, 2018 to March 15, 2018

Schedule

March 14, 2018		
7:45AM	to meet Syed Zaman and Delegation at Cambridge Suites Hotel and walk to Borden Ladner Gervais LLP (BLG)	Cambridge Suites 15 Richmond Street East Toronto, ON M5C 1N2 Borden Ladner Gervais LLP 22 Adelaide Street West 34 th Floor Toronto, ON M5H 4E3
8:00 – 9:30AM	Breakfast and Welcome: Welcome – Representative of Global Affairs Canada, Province of Ontario /City of Toronto; Chaired by Canada –Saudi Business Council, Ed Holder and Ahmed Islam (Council)	
9:30 – 12:00PM	Business to Business meetings	[NTD: In process]
12:30 – 2:00PM	Lunch at Toronto Board of Trade— Hosted by Leigh Smout, CEO of World Trade Centre - Toronto	77 Adelaide Street West, First Canadian Place Toronto, ON. M5X 1C1
2:00 – 2:30PM	Return to BLG	
2:30 – 5:00PM	Business to Business meetings	[NTD: In process]
5:00 – 7:00PM	Networking Reception, hosted by Life Science Ontario	[NTD: In process, invitations to be sent to LSO members primarily]

March 15, 2018		
7:30 – 8:30AM	Networking Breakfast at BLG, 34 th Floor	
8:30 – 10:00AM	Doing Business in Saudi Arabia Seminar	<ul style="list-style-type: none"> ▪ Welcome – Chaired by Canada –Saudi Business Council, (Council) and Global Affairs Canada, Allan Edwards (10 minutes) ▪ Presentation: The 2030 Vision (of Industrial Clusters (IC) (20 minutes) ▪ Panel: Practical Considerations of Doing Business in KSA (30 minutes) ▪ Participation by Saudi Delegates (NTD: To Be Determined) ▪ Panel: How Canada can support Canadians doing business in KSA: EDC, BDC and BMO (30 minutes)
10:00 – 10:15AM	Wrap up and departure for MaRS	101 College St, Toronto, ON M5G 1L7
10:30 – 1:00PM	MaRS	<ul style="list-style-type: none"> ▪ Introductory tour with Suzanne Drisdelle, Global Affairs Canada ▪ Meeting with of MaRS Innovation, JLABS and of Canadian Centre For Regenerative Medicine

1:00PM	Termination of Delegation visit to Toronto
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**You're invited to attend
the Saudi Pharma and Medical Devices Trade Mission B2B event,
Toronto | March 14-15, 2018**

Global Affairs Canada, in collaboration with the Canada Saudi Business Council, is pleased to invite you to meet members of a senior Saudi Pharma and Medical Devices Trade Mission who are coming to Toronto to explore business opportunities for Canadian companies in the Kingdom of Saudi Arabia.

If you would like an opportunity to (i) meet one or more of the Saudi companies on March 14,
(ii) to attend a reception for the delegation from 5 pm to 7 pm on March 14 or
(iii) a Doing Business in Saudi Arabia Breakfast Seminar on March 15,
please contact [redacted] [@blg.com](mailto:[redacted]@blg.com)) for more details and registration.



Canada Saudi Business Council
Conseil d'affaires Canada-Saoudite



Global Affairs
Canada

Affaires mondiales
Canada

BLG
Borden Ladner Gervais

s.19(1)

Saudi Delegation Members participating in the Pharma & Medical Device Trade Mission – 12-15 March 2018

Syed Zaman	Trade Commissioner	Embassy of Canada, Riyadh
		Abdulla Fouad, Medical Supplies Division
		Al Ewan Medical Company
		Five Dimensions Consultation & Training
		Industrial Clusters/ National Transformation Plan, Saudi Vision 2030
		SAF Aljanoob Est
		Care World Group
		Pharmascience, International Division
		Nature Care
		SaudiVax

Saudi Delegates B2B Meetings Master Tables

Abdulla Fouad, Medical Supplies Division				Al Ewan Medical Company				Five Dimensions Consultation & Training				Industrial Clusters			
9:30		14:00		9:30		14:00		9:30		14:00		9:30		14:00	
10:00		14:30		9:50		14:20		9:50		14:40		10:00		14:45	
10:30		15:00		10:10		14:50		10:10		15:15		10:30		15:30	
11:00		15:30		10:30		15:10		10:30		15:50		11:00		16:00	
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		16:30		11:10		16:00		11:10		17:00					
12:00		17:00		11:30		16:30									
						17:00									

Care World Group				Pharmascience, International Division				Nature Care				Saudi Vax			
9:30		14:00		9:30		14:00		9:30		14:00		9:30		14:00	
10:00		14:30		10:10		14:40		9:50		14:30		10:30		14:30	
10:30		15:00		10:50		15:20		10:10		15:00		11:30		15:00	
11:00		15:30		11:20		17:00		10:30		15:30		12:00		16:00	
11:30		17:00		12:00		4:00		10:50		16:00				17:00	

SAF Aljanoob Est				Syed Zamman on Behalf BD life sciences			
9:30		14:00		9:30		14:00	
10:30		15:00		10:00		14:30	
11:30		16:00		10:30		15:00	
12:00	Lunch Break	17:00		11:00		15:30	
				11:30		16:00	

Zaman, Syed -RYADH -TD

From: Zaman, Syed -RYADH -TD
Sent: July-30-17 9:53 AM
To: ' ' @almuraa.com'; ' ' @abdulla-fouad.com'; ' ' @alewan.com';
' ' @5-dimensions.net'; ' ' @5-dimensions.net';
' ' @interhealthcanada.com'; ' ' @sadeemmedical.com';
' ' @gmail.com'; ' ' @sadeemmedical.com'; 'Zaeem.Ul-
' ' @samirgroup.com'; ' ' @pharmascience.com'; ' '
(
Cc: Zubaidi, Alia -RYADH -TD; Ali, Muhammad -RYADH -TD
Subject: Visas-Saudi Pharma & Medical Device trade mission to Canada 2-5 October

Gentlemen hello and greetings

I hope you are doing well.

So that you get your visas sorted out in good time, kindly fill in the following information and email back to Alia Zubaidi (copied in) and me.

- your full name as on passport
- your title/Position in company/organisation
- company name
- passport number
- Nationality

Once you have provided this information to us please proceed with your visa application.

I am away on leave from today and back on 28 August and Alia will be co-ordinating the visit arrangements during my absence. I will have limited access to my emails and help guide Alia when required. Needless to mention this does not apply to Canadian passport holders.

Regards



Syed K Zaman

Trade Commissioner | Délégué Commercial

Email address / Courriel: Syed.Zaman@international.gc.ca

Telephone | Téléphone: +966 11 488 2288 ext. 304-3359

Facsimile | Télécopieur: +966 11 488 0137

Mob: +966 550 311 197

Diplomatic Quarter, PO Box 94321, Riyadh 11693 / Quartier diplomatique, CP 94321, Riyad 11693

Embassy of Canada in the Kingdom of Saudi Arabia / Ambassade du Canada au Royaume d'Arabie saoudite

Foreign Affairs, Trade and Development Canada | Affaires étrangères, Commerce et Développement Canada

Government of Canada | Gouvernement du Canada

(Please note the Embassy working hours are from 0800-1600hrs, Sunday to Thursday, weekends are Friday and Saturday)

www.tradecommissioner.gc.ca



Canada

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Zaman, Syed -RYADH -TD

From: Zubaidi, Alia -RYADH -TD
Sent: February-12-18 2:43 PM
To: Ali, Muhammad -RYADH -TD
Cc: Zaman, Syed -RYADH -TD
Subject: [REDACTED]

Visa Referral Form

Type of Referral:	Pre-application Referral	Referral for an existing application
< Mark appropriate field with an X >		X
Please state the nature of your referral:	Request urgent processing.	
VRF Category (1-4)	[REDACTED] is going to attend Pharma & Medical Device Trade Mission to Canada.	
Please provide rationale for why special attention is being requested, with reference to your program mandate and/or Government of Canada interests	He will attend Pharma & Medical Device Trade Mission to Canada	
Is the visa applicant a direct contact of the mission? < Mark appropriate field with an X >	Yes	No
	X	
Purpose of travel < Mark appropriate field with an X >	Business/ official visit	Personal (including tourism or study)
	X	
Proposed date of travel Required, if urgent.	10 th March 2018	
Method of submission Required for pre-application enquiries.		

PERSONAL DETAILS

Please provide as much information as possible, based on the applicant(s)' passport details, if known.

# of Persons	First Name	Last Name	Citizenship (as indicated in passport)	Date of Birth	File # or VAC Tracking#	Passport #
1						
2						
3						
4						
5						

Zaman, Syed -RYADH -TD

From: Zaman, Syed -RYADH -TD
Sent: February-06-18 10:45 AM
To: Ali, Muhammad -RYADH -TD
Subject: Consultant for help with putting together lists of Canadian healthcare cos for B2B meetings with Saudi delegates in Toronto-14-15 March 2018

Muhammad Ali

Last night till 11 pm I was reaching out to the Consultants (service providers) list given by RO/ON to get a feel of their activities and if they could assist us in identifying and arranging meetings for the Saudi delegates for the upcoming Saudi Pharma & Medical Device trade mission in march.

My personal view after speaking to [REDACTED] and after seeing her email today is that she is the candidate we should go ahead with pending your final approval. Please see below all email replies from Consultants approached.

I will work now on the contract paper that Delhi has forwarded us.

Zaman

From: [REDACTED]
Sent: February-06-18 9:58 AM
To: Zaman, Syed -RYADH -TD
Subject: Re: Consultant for help with putting together lists of Canadian healthcare cos for B2B meetings with Saudi delagates in Toronto-14-15 March 2018

Hi Syed,

Thank you very much for your email and phone call. it was a real pleasure speaking to you today.

A little about me, [REDACTED]

[REDACTED]
[REDACTED] . My current specialization combines between [REDACTED]
[REDACTED] Through my PhD I have an experience in [REDACTED]
[REDACTED] . Administrative experience includes [REDACTED] I also took a part in
the [REDACTED]
[REDACTED] and last
year I joined the [REDACTED]
where I'm actively involved in recruiting [REDACTED]

In regards to the mini-project discussed today pertaining the Saudi pharma and medical devices trade mission, I'm keenly interested in helping in matchmaking companies and coordinating meeting. I've had reviewed the list of the companies visiting in meetings at the CSBC. Based on the current list received about the visiting delegation, and their interest, the following steps indicated below explains my approach in organizing the meetings:

1- Identify companies in Ontario involved in medical devices (laboratory, nuclear medicine, hospital furniture, pharmaceutical) and are interested in meeting the delegation. p.s. During call it has been emphasized that the visiting companies are not interested in supplements or in the nutraceutical market. In the list [REDACTED] and other indicated few health and herbal supplements as one of their interest. If this is still valid, fewer numbers of health and herbal supplements manufactures will be contacted.

2- While reaching out to contacts in Canada, I'll emphasize on expanding and collaborating in Saudi Arabia as this is one of the main point brought up in the excel sheet as well.

3- Use of B2B matchmaking software/platform if provided to organize meetings between both parties.

4- Once a list and a brief profile of the Canadian health care companies/manufactures are created; the delegation from Saudi then should be able to log-in and sign-up to indicate their interest in meeting attending companies.

5- A meeting schedule then would be created based on the matchmaking

These steps are created based on the understanding that there might be a software/platform used to organize the meetings. If this is not the case, direct contact via email/phone will be used. To identify and reach out the potential healthcare contacts I'll be using web-search, contacting my Canadian connections, and use referrals when possible.

Please let me know if you require any further information, and I'd be please to address them. Looking forward to hearing back from you.

Kind regards,

[REDACTED]

[REDACTED]

Twitter: [REDACTED]
Linkdin: [REDACTED]

[REDACTED] Young Professional Development/ Canada Saudi Buisness Council

[REDACTED]

+++++

From: [REDACTED]
Sent: February-06-18 12:52 AM
To: Zaman, Syed -RYADH -TD
Subject: Re: Consultant for help with putting together lists of Canadian healthcare cos for B2B meetings with Saudi delegates in Toronto-14-15 March 2018

Dear Syed,

Thank you for your inquiry. Can you call me tomorrow morning EST? I am available even though it is a short notice. I would like to better understand the goals, the scale and the composition of the trade mission delegates. I have some connections in [REDACTED] and a couple of other companies of different sizes and sub-sectors.

You can reach me at my office at [REDACTED], back up cell phone just in case [REDACTED]

I look forward to speaking with you.

Best regards
[REDACTED]

From: [REDACTED]
Sent: February-05-18 10:08 PM
To: Zaman, Syed -RYADH -TD
Cc: [REDACTED]
Subject: Re: Consultant for help with putting together lists of Canadian healthcare cos for B2B meetings with Saudi delegates in Toronto-14-15 March 2018

Hello Zyed:
Thank you so much for reaching out. I am in Ecuador on an assignment now and do not return to Canada until late February. So I do not think I have enough time to help with your mission properly. I am very sorry.

If I had more time I would be pleased to assist.

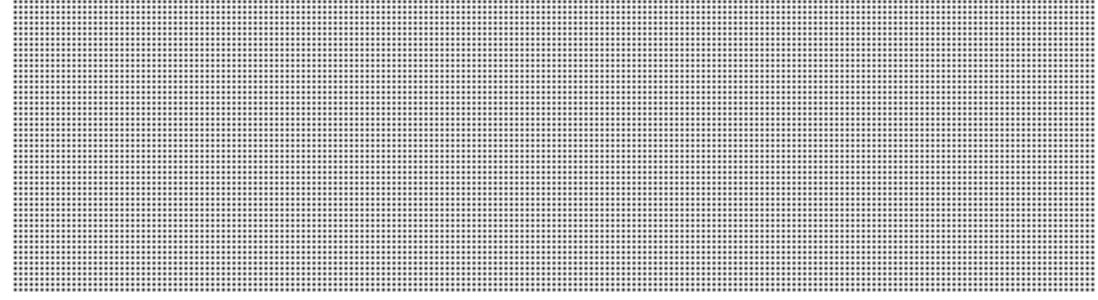
Best regards
[REDACTED]

=====
From: [REDACTED]
Sent: February-05-18 9:13 PM
To: Zaman, Syed -RYADH -TD
Subject: Re: Consultant for help with putting together lists of Canadian healthcare cos for B2B meetings with Saudi delegates in Toronto-14-15 March 2018

Dear Syed
Thank you for your interest.

Currently traveling in business and back to Toronto later in March
If you wish I can give few names of reliable consultants that might be able to help. Let me know

Sincerely

A rectangular area with a grey stippled pattern, indicating a redacted signature.

Get Outlook for Android

Zaman, Syed -RYADH -TD

From: Zaman, Syed -RYADH -TD
Sent: February-05-18 9:05 PM
To: Zaman, Syed -RYADH -TD
Cc: [REDACTED]
Subject: Consultant for help with putting together lists of Canadian healthcare cos for B2B meetings with Saudi delegates in Toronto-14-15 March 2018

Hello

This is Syed Zaman From the embassy of Canada in Riyadh, Saudi Arabia. Suzanne Drisdale, Trade Commissioner from our Ontario government trade office suggested your company and I called but could not get through. Your name was on their list of local service providers.

This approach is with regards to the Saudi pharma and medical device trade mission we are planning to bring to Canada Montreal 12-13 March and Toronto 14-15 March and it's the Toronto leg of the mission we need assistance with.

There are two roles we are expecting from the consultant. Identifying and confirming attendance of potential Canadian healthcare contacts after matching these with the Saudi delegates areas of interest before arrival and to confirm mutual interest (B2B matchmaking) and then liaising with the Saudis before and while on site.

We would be keen to know if you have the required experience and a database/directories to work through for this project. This is a small healthcare specific project with a pharmaceutical and medical device focus for the Ontario region. We need to get things rolling asap so your quick reply would be much appreciated.

It would also be helpful to have your cell number for faster communication. [REDACTED]
[REDACTED]

We look forward to hearing from you.

Regards
Syed Zaman
Trade Commissioner
Embassy of Canada
Riyadh Saudi Arabia

Sent from my BlackBerry 10 smartphone.

Zaman, Syed -RYADH -TD

From: Zaman, Syed -RYADH -TD
Sent: January-17-18 2:46 PM
To: Drisdelle, Suzanne -ROONT -TD; Dellah, Majid -ROQUE; Norton, Bill -ROONT;
[REDACTED] Rojas, Deborah -ROONT -TD; Ryel, Kim -BBH
Cc: Ali, Muhammad -RYADH -TD
Subject: Planning for Saudi Pharma & Medical Devices Mission-12-15 March 2018
Attachments: Names of Saudi delegates- Saudi Delegation - March 2018.xlsx; Healthcare Market- Saudi Arabia.docx; Suggested draft program in March 2018-Saudi Pharma & Medical Device Mission to Canada.docx; DRAFT-Copy of Saudi Delegation - March 2018.xlsx

Dear Colleagues

I have prepared the attached documents as these will come handy during our conference call later today. Kindly discuss if there gaps that need to be filled in. With the amount of information we have to hand I think you can now reach out to Canadian companies to start working on the B2B meetings and side visits to METEQ & MaRS.

I am also working on a list of names of Canadian companies that have been mentioned by the Saudis with meeting requests. Some of these companies may be your members/existing contacts and we would appreciate your assistance on these requests.

Looking forward to our call later this evening.

Regards



Syed K Zaman

Trade Commissioner | Délégué Commercial

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Embassy of Canada in the Kingdom of Saudi Arabia / Ambassade du Canada au Royaume d'Arabie saoudite

Foreign Affairs, Trade and Development Canada | Affaires étrangères, Commerce et Développement Canada

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(Please note the Embassy working hours are from 0800-1600hrs, Sunday to Thursday, weekends are Friday and Saturday)

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